
From: Dave Houston
Sent: Wednesday, June 30, 1999 2:59 PM
To: Joe Czarnecki
Subject: Florida and Chicago Recap for Week of 6/20 - 6/27

Florida and Chicago recap - RM1 to follow shortly

Parliament Party Zone Recap

CHICAGO

Week Summary:

The Chicago Market did very well this past week at the four (4) events that were run. They generated a total of 378 surveys and both consumers and club management were very interested in and cooperative with the PPZ promotion.

Boogie Nights (Lombard) - June 23, 1999 (9:00pm - 1:00am)

Positive Comments/Observations:

- Consumers were very interested in the Post Card Machine
- Consumers who won incentive items were very pleased
- Consumers did not comment on the length of the survey as they have done in the past and were very responsive to the promotion

Negative Comments/Observations:

NONE

General Comments/Observations:

- Club cooperation was very high. Club management helped Promotions Managers move the Post Card Machine when it began to rain.
- Club Staff asked about receiving incentives.
- The Club was running the "Treasure Chest" promotion, as was discussed earlier. However, PPZ received the primary exposure in the club.

125 Surveys were generated and 29 packs were sold. Surveys/Attendance ratio was 14.7%. Packs/Attendance ratio was 3.4%. Packs/Surveys ratio was 23.2%.

Plush - June 25, 1999 (9:30pm - 1:30am)

Positive Comment/Observations:

- A number of consumers said that they were going to switch to Parliament because of the PPZ promotion
- Consumers were pleased with the Post Card Machine
- "I could use a cruise"

Negative Comments/Observations:

- NONE

General Comments/Observations:

- Club cooperation was high. Club offered to help with set-up and tear-down, and in the words of our Promotions Managers, "they were cooperative in every aspect of the promotion."
- DJ did an excellent job of announcing both our presence and the names of winners. He did so every 15 minutes.
- The Club was also giving away a trip to Las Vegas. This promotion involves only one individual soliciting response cards and very little signage.

88 Surveys were generated and 22 packs were sold. Surveys/Attendance ratio was 17.6%. Packs/Attendance ratio was 4.4%. Packs/Surveys ratio was 25%.

Sluggers - June 26, 1999 (6:15pm - 10:15pm)

Positive Comments/Observations:

- Consumers were very excited about the incentives and the sweeps
- Many consumers took advantage of the specially priced packs

Negative Comments/Observations:

- Issues with Club Management as discussed earlier
- DJ announcements were often difficult to understand
- High levels of consumer intoxication made accurate surveying difficult
- Some consumers were unhappy that they could not participate if they did not have an ID or if they were not smokers.
- One consumer was upset with our Promotions Manager because they were promoting tobacco. The situation was dealt with according to guidelines and the consumer spoke their mind and left.

66 Surveys were generated and 30 packs were sold. Surveys/Attendance ratio was 22%. Packs/Attendance ratio was 10%. Packs/Surveys ratio was 45%.

Boogie Nights (Lombard) - June 27, 1999 (9:00pm - 1:00am)

Positive Comments/Observations:

- Many consumers were Parliament smokers and stated that "they were glad to see Parliament instead of another brand doing promotions."
- Consumers were very pleased with their chances at winning incentives and sweeps

Negative Comments/Observations:

NONE

General Comments/Observations:

- Club has proven to be very cooperative and even assists, at its own request, in helping during set-up and break-down.
- DJ did an excellent job promoting our presence. He made announcements every 15 minutes.
- Both Promotions Managers agree that this is an excellent venue.
- Consumers were very accepting of the promotion

99 Surveys were generated and 26 packs were sold. Surveys/Attendance ratio was 41%. Packs/Attendance ratio was 10.8%. Packs/Surveys ratio was 26%.

TAMPA**Week Summary:**

The three (3) events in Tampa went well with a total of 261 surveys generated.

Green Iguana - June 23, 1999 (10:00pm - 2:00am)

Positive Comments/Observations:

- "These gifts are awesome"
- "Are you drawing the cruise tonight?"

Negative Comments/Observations:

- "I'm here to party, not fill out a survey"
- "Why are we paying \$2.00 when we used to pay \$1.00?"

General Comments/Observations:

- Club cooperation is minimal
- DJ announcements are infrequent and hard to understand

83 Surveys were generated and 17 packs were sold. Surveys/Attendance ratio was 6.5%. Packs/Attendance ratio was 1.3%. Packs/Surveys ratio was 20%

Full Moon Saloon - June 25, 1999 (10:00pm - 2:00am)

Positive Comments/Observations:

- Many consumers were excited by the fact that someone in their area will win the Cruise
- Consumers were interested in the incentives

Negative Comments/Observations:

- Some consumers commented that the survey infringed on their night out

General Comments/Observations:

- Club cooperation was medium due to the fact that the DJ only made announcements when our Promotions Managers asked him to, which was about every 1/2 hour.

92 surveys were generated and 27 packs were sold. Surveys/Attendance ratio was 9.3%. Packs/Attendance ratio was 2.7%. Packs/Surveys ratio was 29%.

Harpo's (Carrollwood) - June 26, 1999 (10:00pm - 2:00am)

Positive Comments/Observations:

- Many consumers commented that they enjoyed the staff and that they were friendly
- Consumers were excited about the incentives and their chances at winning the cruise

Negative Comments/Observations:

- One consumer was upset that he could not claim his prize due to the fact that he had removed his wristband. Our Promotions Manager assures us that they were told not to remove their wristband.
- Some consumers were not pleased with the length of the survey.

General Comments/Observations:

- DJ announcements were enthusiastic, audible and frequent.
- Club Management was very happy with the promotion and very cooperative.

86 Surveys were generated and 17 packs were sold. Surveys/Attendance ratio was 7%. Packs/Attendance ratio was 1.4%. Packs/Surveys ratio was 19.7%.

ORLANDO

Week Summary:

With the exception of Have a Nice Day Cafe (June 26), the events in Orlando went well. Please see the notes below on this event.

Howl at the Moon - June 23, 1999 (10:00pm - 2:00am)

Positive Comments/Observations:

- Many consumers remember the PPZ from previous years
- Consumers were pleased with many of the incentives
- Consumers liked the concept of winning a cruise

Negative Comments/Observations:

- Some consumers had made the comment that they missed some of the incentives such as T-Shirts.

General Comments/Observations:

- Promotional announcements were energetic.

53 Surveys were generated and 14 packs were sold. Surveys/Attendance ratio was 8.2%. Packs/Attendance ratio was 2.1%. Packs/Surveys ratio was 26.4%.

Zuma Beach Club - June 25, 1999 (10:00pm - 2:00am)

Positive Comments/Observations:

- Consumers were energetic and supportive of the Promotion
- Consumers were interested in the incentives
- Consumers liked their chances at winning both the incentives and the Cruise

Negative Comments/Observations:

- Bar Staff, as well as consumers, were upset that they could not receive

Blinky Buttons.

General Comments/Observations:

- Club was very helpful and supportive
- DJ made promotional announcements and announced winners names every 15 minutes.

62 Surveys were generated and 10 packs were sold. Surveys/Attendance ratio was 5%. Packs/Attendance ratio was .8%. Packs/Surveys ratio was 16%.

Have A Nice Day Cafe - June 26, 1999 (10:00pm - 2:00am)

Positive Comments/Observations:

- SEE BELOW

Negative Comments/Observations:

- SEE BELOW

General Comments/Observations:

- Due to a shortage of Merchandisers, the club was not surveyed to the best of our abilities. Only 3 Merchandisers showed for the promotion, and while the DJ did announce our presence, this shortage affected our results. This issue has been addressed with our staffing agencies.

19 Surveys were generated and 0 packs were sold. Surveys/Attendance ratio was 6.2%. Packs/Attendance ratio was 0%. Packs/Surveys ratio was 0%.

MIAMI

Week Summary:

The Miami Market had five (5) events and generated a total of 487 surveys and sold a total of 56 packs.

Cafe Iguana - June 23, 1999 (10:00pm - 2:00am)

Positive Comments/Observations:

- Consumers were very excited about the Post Card Machine
- Consumers liked the Cameras as an incentive

Negative Comments/Observations:

- "Why promote cigarettes when most of us are non-smokers?"
- Several consumers commented on the excessive length of the survey.
- "Bring back the T-Shirts" The Club

General Comments/Observations:

- Club Management was receptive and friendly, but they were very "hands-off". In essence, we came in and ran the promotion, and the club didn't really comment either way on the promotion.
- There was a live Latin radio broadcast
- DJ announcements were of poor quality (not loud and difficult to understand)

123 Surveys were generated and 18 packs were sold. Surveys/Attendance ratio was 29%. Packs/Attendance ratio was 4.2%. Packs/Surveys ratio was

6.8%.

Bermuda Bar and Grill - June 24, 1999 (10:00pm - 2:00am)

Positive Comments/Observations:

- Winners were excited and often went to get friends to fill out the surveys
- Consumers enjoyed the various incentives on display

Negative Comments/Observations:

NONE

General Comments/Observations:

- Some consumers suggested Blue Balloons at the promotions.
- Club management was helpful and professional
- Excellent Merchandisers
- DJ announcements were very enthusiastic, clear and loud

95 Surveys were generated and 12 packs were sold. Surveys/Attendance ratio was 21%. Packs/Attendance ratio was 2.6%. Packs/Surveys ratio was 12.6%.

Bermuda Bar and Grill - June 25, 1999 (10:00pm - 2:00am)

Positive Comments/Observations:

- Consumers were very interested in the Boom Boxes and Cameras
- Consumers were also interested in the other incentives and the Sweeps

Negative Comments/Observations:

- Many consumers were only interested in the incentives and did not want to fill out a survey to win them.

General Comments/Observations:

- Management was friendly and helpful
- Merchandisers did an excellent job
- The attendance was down for this particular club on this night

52 Surveys were generated and 4 packs were sold. Surveys/Attendance ratio was 17%. Packs/Attendance ratio was 1.3%. Packs/Surveys ratio was 7.7%.

Iguana Cantina - June 26, 1999 (10:00pm - 2:00pm)

Positive Comments/Observations:

- Lots of excitement, mostly centered around the incentives
- Consumers liked the idea of instantly receiving a prize when their name was called

Negative Comments/Observations:

- Some consumers were not interested in taking the time to fill out the survey

General Comments/Observations:

- Some consumers suggested giving away a blue cellular phone
- The Club mentioned that they "like the way that we run our promotion and treat their customers"

- Great group of Merchandisers
- Excellent DJ cooperation

135 Surveys were generated and 5 packs were sold. Surveys/Attendance ratio was 28%. Packs/Attendance ratio was 1%. Packs/Surveys ratio was 3.7%

Cafe Iguana - June 27, 1999 (10:00pm - 1:30pm)

Positive Comments/Observations:

- Consumers felt that our incentives were "the best that they have seen in recent promotions"

Negative Comments/Observations:

- Many consumers felt that the cigarettes should be free
- One consumer stated that Camel "Gives us 2 packs if we are smoking a competitors brand"

General Comments/Observations:

- Club management was helpful
- Clubs attendance dropped later in the evening
- Great, hard-working Merchandising team

82 Surveys were generated and 17 packs were sold. Surveys/Attendance ratio was 45%. Packs/Attendance ratio was 9.4%. Packs/Surveys ratio was 20.7%